

# *The* **QUILL**



OCTOBER. 1916



# THE QUILL

## A Journalists' Journal

VOLUME V

SEATTLE, WASHINGTON, OCTOBER, 1916

NUMBER 1

## Reforming an "Old Woman's Job"

By J. W. Morrison

*Exchange Editor of the Kansas City Star and Times*

THE oldest newspaper joke extant concerns the rich man who bought a newspaper and ordered the discharge of "that old fellow who does nothing except read papers all day." "That old fellow" was, of course, the exchange editor.

The value of the anecdote lies in the clear cut picture it gives of the standing of the exchange editor among newspaper men. When a man was too old for active service he was given a pair of shears, a paste pot and a pile of exchanges, shoved into a dusty corner and expected to keep the composing room supplied with "time copy." His offerings got into the early editions, possibly, but could not hope to compete for space with the poorest kind of a telegraph story. Reprint was "filler" to sandwich in between the advertisements and to be killed out as soon as a "real story" came along.

As a matter of fact, the writer was one of those who for years held to this opinion of reprint. He had worked his way up from cubdom through all the runs on the paper, had sat in on the city desk, held down the telegraph desk several years, served a term as Washington correspondent and had written editorials. His own opinion of himself was that he was a somewhat finished newspaper man.

It was, therefore, something of a blow to his pride to be told by the managing editor one day:

"Mr. Nelson wants to see you. He wants you to take over the exchange department. You'd better do it."

With hot rebellion struggling with humiliation, the writer presented himself before Mr. Nelson and protested he did not want "that old woman's job." Well, it was not a diplomatic thing to say to a forcible man such as Mr. Nelson was, especially with reference to his particular hobby, the exchange department. But if there was one thing more than another that made William R. Nelson the great editor he was, it

### His Beat Is the Wide, Wide World



J. W. Morrison

was his power of instilling his own enthusiasm into his subordinates. He might have ended the whole matter by a peremptory order to the writer to "take the place or quit." He did nothing of the sort. Patiently and entertainingly he talked, literally for hours, of the possibilities of such a department as he had in mind. Gleefully he told of the struggling days of the Kansas City Star when he ran the paper for weeks without a line of telegraph service, and nobody was the wiser. It was in those days when he used reprint from necessity that Mr. Nelson came to know its value as a regular feature. From that day he was never without a comprehensive exchange department, but it was not until within a few years of his death that he found time to work

out the ideas he had. Always as enthusiastic as a boy, he soon had convinced the writer that to be exchange editor was the pinnacle of newspaper aspirations. Said Mr. Nelson in closing the interview:

"Now, understand, I want you to run an exchange department in the broad sense of the word. All ages, all history, all literature are your field. The Kansas City Star will be the only university thousands of our readers will ever know. Let's bear that in mind."

And that is the plane on which it has been sought to maintain the exchange department of The Star. It has been called "the biggest exchange department in the world." Probably the designation is deserved. It employs at the present time twenty persons. There are included in its duties, of course, a number of things that might be considered widely removed from exchange department work. For instance, the magazine section of the Sunday paper has been taken over by the exchange department, not with the idea that this section shall be filled with reprint but because there is no such fertile source of ideas for stories as the newspapers that come from all parts of the world.

When Mr. Nelson said that "all ages, all history, all literature" were the field of the exchange department he meant it literally.

"I don't care how old a story is," he said. "If there is something in that story that will interest or instruct the readers of The Star that story should be in the paper."

For that reason part of the work of the exchange department consists of the gleanings of the best that is in the best of literature. Usually these extracts from books are printed on the editorial page. On the same page there is always a special article, usually prepared by some member of the department but at other times quoted, on biography, history (ancient or modern), or literature. So popular has this par-

ticular feature become that schools in The Star's territory feel free to call upon it for an article on any special subject they are studying.

But the fact must not be lost sight of that reprint as it is known in all newspaper offices is the foundation of the department's work. It is an axiom of The Star that good reprint is more to be desired than dull news. The Star never kills out reprint for news unless the news is fundamentally "better stuff" than the reprint. There are pages provided in the paper each day for the exclusive use of the exchange department that are filled with reprint (carefully selected reprint of course), and there is no more thought of sacrificing this reprint for news than of cutting out the lead editorial. If there is an extra big run of news the editors of the news departments have to cut.

It is frequently said by newspaper men that the exchange department supplies nothing that the telegraph desk, with the expenditure of more money, could not provide more quickly. The distinction between the telegraph desk and the exchange department is that between company conversation and fireside gossip. The Associated Press and the United Press winnow the news of the world, using a screen graded to certain set specimens of information. Only the "big stories" pass over and fall upon the telegraph editor's desk. The "trivial" stuff falls through. But it is the "trivial" stuff that is closest to us all. The exchange editor is admitted to the living room of every community. He knows what touches the heart or brings the smile in some far-off city, and with his shears and paste pot he passes these emotions on to his own

readers. No news association would think of putting on the wires some of the stories The Star's exchange department has learned from experience are read much more eagerly and remembered longer than many a front page "scare."

The Star is never afraid to use a credit line; that is, it is never afraid to acknowledge that it has "lifted" a story bodily from some other paper, like the New York World, the Louisville Courier-Journal, the Seattle Post-Intelligencer or some less widely known newspaper. But for all that a great deal of material furnished by The Star's

a rewrite man who makes a complete story. That is as much The Star's story as though a staff man had been sent to the scene. Some of The Star's most effective material is obtained in this way.

In conclusion it might be added that no man's newspaper education may be said to be completed until he has had a course in the exchange department. And let that course, in actual newspaper work, be after, not before, he has done work as a reporter. The exchange department is a field where ripe judgment is needed, a nose for news and an educated idea of the public taste.

Just as a man is not as good a reporter as it is possible for him to be until he has been an editor or copyreader and handled the stories of other men, so is it not possible for a man to find in a paper the best that is in it until his taste for the best is sharpened by active training in the seeking of news. So many young men come to me and say:

"I would like to work for you a while and learn the business and then try to get on as a reporter."

"You are starting at the wrong end," I say. "Get your experience under the

city editor, then come to me. You'll seek only one kind of news. After you have learned to find that kind and to write it well, he will put you on another run. You will learn to know a story whenever you meet it, whether it is labeled or not. In the exchange department you are face to face with all the runs in the business, and must cover them all at once. To get the best out of such a wide field you must have not only natural aptitude. You must have trained powers of observation."

### An Italian Renaissance Home for a Twentieth Century Newspaper



*A view of the Kansas City Star and Times building from Grand Avenue, showing the south front entrance*

exchange department does not bear a credit line. So often a newspaper gives the first chapter of an enthralling tragedy or romance of another city, leaving its readers to imagine the finis. The fault is with the news bureaus which may not consider the story worth a "follow up." That is where The Star's exchange department comes in. The papers from the scene of the story are saved until a great mass of material is collected. Pictures are clipped and reproduced. Then when the time is ripe all the material is turned over to

## The Late Unpleasantness

**F**AILURE to show proper interest in the fraternity resulted in the withdrawal of the charter of Texas chapter of Sigma Delta Chi, formerly Xi chapter. Installed in 1914, the Texas chapter was one of the strongest of the fraternity for months. Then petty differences and the organization of a ring inside the chapter made

impossible a healthy attention to the purposes of the fraternity.

Failure on the part of officers to give anything in return for the honor acquired by initiation, and utter disregard of the requests of national officers for information as to the situation led to the introduction and passage of a resolution by the national fraternity in

convention assembled in Columbia, Missouri, delegating William M. Thornton, an honorary member of the fraternity, and R. C. Lowry, national president, to make an investigation and take such steps as they deemed necessary.

All elective officers of the chapter have been asked to resign and are barred

*(Continued on page 6)*

# Editorial Writers and Editorial Writing

By Ernest Heitkamp

*For Several Years a Foreign Correspondent; Now of the Editorial Staff of the Detroit Free Press*

THE art of editorial writing is extremely simple—so simple, in fact, that most editorial writers refuse to believe it and spend all their time chasing some "will o' the wisp." The key is to be found in one of the greatest pieces if not the greatest piece of inspirational writing in American literature, Ralph Waldo Emerson's essay on "Self Reliance." I can recommend no better lesson on editorial writing than that.

"Trust yourself: every heart vibrates to that iron string," he writes. "To believe your own thought, to believe that what is true for you in your private heart is true for all men,—that is genius. Speak your latent conviction, and it shall be the universal sense: for the inmost, in due time, becomes the outmost, and our first thought is rendered back to us by the trumpets of the Last Judgment. \* \* \* A man should learn to detect and watch that gleam of light which flashes across his mind from within, more than the lustre of the firmament of bards and sages. Great works of art have no more affecting lesson for us than this. They teach us to abide by our spontaneous impression with good humored inflexibility then most when the whole cry of voices is on the other side. Else tomorrow a stranger will say with masterly good sense precisely what we have thought and felt all the time, and we shall be forced to take with shame our own opinion from another."

And again he says:

"There is a time in every man's education when he arrives at the conviction that envy is ignorance; that imitation is suicide; that he must take himself for better or worse as his portion; that though the wide universe is full of gold, no kernel of nourishing corn can come to him but through his toil bestowed on that plot of ground which is given him to till."

And in his essay on "The Over-Soul" he writes:

"The great distinction between teachers sacred or literary, is that one class speak from within, or from experience, as parties and possessors of the fact; and the other class from without, as spectators merely, or perhaps as acquainted with the fact on the evidence of third persons. It is no use to preach to me from without. I can do that too easily myself."

In short, the greatest virtues an editorial writer can possess are sincerity and honesty. If a man have these he cannot go far wrong on any subject.

## EDITOR'S NOTE

*The Quill presents, in this number, two views of the editorial writer not wholly dissimilar, but each possessing a peculiar interest for those who aspire to shape the public mind. The high standing of each of the authors, members of the staffs of rival newspapers, adds to the value of their conclusions.*

The man who can write equally well on both sides of a question cannot write much that is worth while on either. No man can write well without conviction and above all no man can convince another until he has convinced himself.

Sincerity and honesty are attributes of the heart, not of the head, and it is forever true that the heart makes more converts than does the head—that there is more real thinking done below the Adam's apple than above it.

Logic, construction, fine phrasing are all desirable possessions of an editorial writer, but unless he can get the heart throb into his writings he'll never create much of an impression. I don't mean by this what is known as "sob stuff," I don't mean a conscious effort to appeal to the reader's emotions. I mean the throb that is more felt than expressed. If you write sincerely, simply and truthfully your readers will sense it at a glance. It cannot be simulated.

What is the purpose of an editorial? White paper, composition, printing and distribution have become so expensive that no one man's opinion is worth the space devoted to an editorial merely as the expression of that opinion. The true purpose of an editorial is, or should be, to gain or hold adherents to a cause held high. Yet our papers are full of editorials with no particular end in view save the expression of one man's opinion.

A certain amount of reasonable bias is not a fault; rather it is a virtue, but it should be an informed bias and it should be relieved by an air of sweet reasonableness. The Westminster Gazette, one of the leading afternoon papers of London, England, carries its editorials on its front page and, indeed, they and its political cartoons are the chief reason for the paper's continued existence. The Westminster editorials are models in this matter of an ideal

mixture of desirable bias and sweet reasonableness. We have nothing like it in this country, and that is a pity, because I believe the Westminster editorials have made more converts to the causes which it advocates, with English liberalism in the van, than has any other newspaper of which I have first-hand information.

Why, you may ask, is bias a virtue? It is possible, I believe, to sit in a swivel chair in a comfortable library and to read enough to convince you that there is just about a level amount of right and wrong on both sides of every question. But daily contact with life soon convinces us that if we are to be true to our natures and to ourselves we must take our stand firmly on one side or the other. Life simply will not permit us to straddle the fence on the vital matters.

An editorial writer, more than almost any other worker, must make his decisions and follow them courageously wherever they may lead: Most of the trouble and misery in this world comes from the attempt to compromise with the supposed opinions of others. Be yourself, that is the main lesson of life and one that few of us ever learn.

The test of the great editorial writer is his ability to brush aside the unessential and get down to the heart of his subject. Few, all too few, of us ever do much more than scratch the surface. Take as an instance the matter of foreign affairs. It is doubtful if one editorial writer in a hundred throughout the United States really understands what he is writing about when he tries to discuss the war, the conditions that led up to it, that are created by it and that possibly may follow it. They do not understand, because it is almost impossible for any one man to have had the experience necessary to qualify him. He must have lived among the people of these countries, worked with them, talked with them, argued with them, sympathized with them and even participated in their national prejudices and biases.

The only reasonable position for an editorial writer to take on the justice of the war, if he is to be entirely honest with himself and with his readers, is to say frankly, "I don't know; I cannot know. Let the unfortunate people fight their own fight without let, hindrance, or abuse from me or us." This war of many people involves issues so immense and so complex that no man can pretend to understand them. Two or three hundred years hence, when the

accumulated wisdom of the intervening generations has weighed and sifted, tested and eliminated, it may be possible to pass some sort of a reasonably just judgment.

I refer to the war because it is a subject that has attracted the efforts of editorial writers a great deal during the past two years. I want to say just a few words more. How many editorial writers that you have read on the subject have dealt with what one might call the "constant factors" in discussing the probable outcome of the great struggle? We have heard a lot about the relative economic, financial, or military condition of the various belligerents, but history rightly read more than proves that these are not the factors that win great wars and especially a war such as the present one, involving, as it might, the very existence of nations. This war will be won as have so many before it, by patriotism, self-denial, efficiency, organization, knowledge, foresight, the will to live and the will to victory, not of a day or a month or a year, but of generations. If an editorial writer knows enough, first hand, of the people now fighting in Europe to discover where these national virtues reside he can safely disregard all the other factors, for there will be found the final victory. Yet the vast majority of editorial writers discuss the transitory, accidental factors as if it were by these that the fate of nations is decided.

And this brings me to one of the greatest evils of modern editorial writing. While the interests of a great newspaper's readers are constantly broadening until, in a very few years, they will probably embrace the entire world, there is an ever growing necessity on the part of the editorial writers for concentration and specialization. Take the city of Detroit as an example. Although, comparatively speaking, it is a small city it is hardly possible, I believe, to mention a single occurrence in any part of this country or abroad in which some considerable portion of the inhabitants are not interested. Obviously, it is not possible for the editorial columns of any paper to cover such a wide field, yet the fact remains that an attempt is made to cover a much wider field than any editorial staff can handle competently.

It is safe to say there are few editorial writers working anywhere today who can really say anything new, suggestive or illuminating on more than half a dozen important subjects. Hundreds of us are limited to one or at the most two subjects. So true is this that when the greatest of editorial writers get away from their pet subjects they are almost unrecognizable.

What, besides the intellectual honesty and sincerity that I have already men-

tioned, are the necessary qualifications of a good editorial writer? The following seem to me to be indispensable:

He should be a man of broad and constantly broadening sympathies.

He should be a man free from the tendency towards intellectual hardening that comes to so many of us in the forties. The majority of editorial writers have reached that age before they do their best work and many of them reach it before they break into the editorial columns at all.

He should be a man who does not complete his education with the receipt of his university degree, a man who has viewed his school years merely as a foundation upon which he has to build a real education.

He should be able to see something of all sides of a question but, having reasoned it out, he should be capable of a definite decision.

He should be a man who views life seriously but who has a real sense of humor.

He should possess a healthy punch and not be chary of delivering it straight from the shoulder.

He should be a man who finds a peculiar delight in fighting what is known as "hopeless causes." He should never be afraid to stand with the minority, however small or despised it may be.

He should have an abnormal amount of moral courage and should not allow it to rust through lack of exercise.

He should know that effort is more important than result; that failure is often finer, far finer, than success.

He should be able to realize that there is a possibility (and if I were entirely

frank I would say, a probability) that he is wrong in his opinion.

In a general way he should have had the widest possible experience with human nature. He should have had personal contact with life at many points and under many conditions. I think it desirable, perhaps necessary, that he should have passed through many vicissitudes of life, that hard fate should have rubbed him to the quick many times.

If he is to write for the American people I think it essential that he know something first hand of the countries and the conditions from which so many hundreds of thousands of our people have come and are to come in probably increasing numbers after the war, foreign governments permitting.

May I add just a few words about my personal preferences among American editorial columns? You may not agree with me; possibly no other editorial writer or newspaperman will agree with me. I give them merely for what they are worth. I have three in mind, widely different in the way they treat their subject—The New York Evening Journal, The New York World and The Chicago Tribune. Curiously enough these three papers, I believe, would be the choice among the majority of newspapermen throughout the United States if they were asked to name the greatest all-around sheets produced by their craft.

The writer of the Evening Journal editorials is Arthur Brisbane and it is my opinion that in their suggestiveness on the subjects he has made peculiarly his own, their appeal to the class of readers served by the Evening Journal, and their suitability to the ends he has in view, they are without rival in the entire range of newspaper publication.

The New York World's chief editorials are written by Frank Cobb, no relation to the baseball player or the humorist. Cobb has done such good work in New York that we are quite justified in our pride that he went to the World from the editorial seat of the Detroit Free Press, where his peculiarly effective writing attracted the attention of the late Joseph Pulitzer. Cobb, with an uncanny certainty, seldom fails to put his finger on the essentials of a question, and is, moreover, one of those writers who appeals to you no matter how radically you may differ with his viewpoint.

The chief editorial writer of the Chicago Tribune is Tiffany Blake, and his sane writing has done much to give that paper the undoubtedly great prestige it enjoys throughout the country at the present time. Here, again, you have a man who gets far beneath the surface prejudices and lays bare the heart of a question with a few telling phrases that stick in the mind.

### The Late Unpleasantness

(Continued from page 4)

from holding office in the chapter. All former members are given an opportunity to affiliate with the new chapter without initiation, and all alumni were transferred with the exception of those who were active members during the past year. The latter will be voted upon. An entire reorganization is effected with a number of new members to be initiated.

Under the probationary plan the chapter must hold at least monthly an open meeting with some speakers of note in the local newspaper world as leading features. Meetings must be held twice monthly for the transaction of business of the fraternity.

Alumni of the chapter as well as those of other chapters are behind the movement to make the Texans active and indications are that within a short period of time the chapter will be firmly re-established.

R. C. L.

# The Useless Editorial Page

By W. K. Kelsey

*Editorial Writer, Detroit News*

**T**HREE are about a dozen journals in the United States whose editorial pages are useful to the community. The others could abolish theirs without causing either national or local loss.

The first newspapers were all editorial, but as the editor gradually ceased to be the newspaper and became the manager of a publishing concern whose output did not reflect merely the personality of one man, but was a composite of several personalities (often, it is true, with one dominant—but that made little difference, as a rule), the editorial became a mere department.

Editors found that they could perform what they considered their duty to the public by choosing the news which they desired to print, and writing it as they thought it ought to be written. Thus a partisan newspaper published all that it could get that was favorable to its own side, and as little as possible of what was favorable to the side of its opponents, while anything unfavorable to its opponents was given ample space. Such a practice removed one reason for the existence of an editorial column, for it made the news columns editorial.

There are newspapers which have reduced this practice to a minimum. They print the news as freely as they can get it; and their editorial columns record the judgments of their editorial writers on this news. Those are the papers which need editorial columns. Those are the great papers of America—provided the men who write the editorials are intelligent enough to form accurate judgments.

But there are only a handful of journalists in the United States of broad enough education, of wide enough experience, to pass judgment on the events of day after day. Many of them are not writing for newspapers. They can make more money by signing their names to articles in the reviews. The vast bulk of the editorials of the papers of the United States are written by men who have only a small part of the knowledge which they need, whose discussion of the subjects which they attempt is therefore limited in value, whose opinions are of slight worth.

Bernard Shaw points out that a newspaper can succeed because it is not required to act on its own judgment. It can give advice safely, for the consequences do not involve its own prosperity. It would scarcely leave the destiny of its country or even of its city in the hands of its editorial writers;

yet day after day these men are supposed to tell the paper's readers what they ought to think.

The editorial writers, I believe, realize that they are not fitted for the duties thrust upon them. That realization accounts for the vast amount of twaddle which is found on editorial pages, and for the lack of competent discussion of, for instance, farmers' credits, American shipping, the federal reserve law, the tariff—the major questions of the day. It is easier and less stultifying to discuss the Passing of the Nightshirt than it is to discuss the Passing of the Army Appropriation Bill. About the one, an editorial writer may know as much as the buyer in a men's furnishing store; about the other, he knows less

than his congressman, who probably knows nothing at all, except what his party thinks about it. And an editorial writer hates to pretend to know more than he does; he hates to write an editorial when he is not sure that what he learns tomorrow will not cut the ground from under his argument.

Why doesn't he find out something about his subject before he writes? He would, if he could; but when a man has to turn out three or four editorials a day, he has little time to study one particular subject to its confines.

If the editorial page hasn't begun to lose its influence, it is because there are so many people in the United States who are beneath the editorial writers in intelligence. These people have to be told what to think. Some papers tell them through the news columns, by printing only one side of a controversy. Others print both sides, a practice which would be very confusing if there were no editorial column to tell the people which side they ought to accept. But there are plenty of intelligent citizens who are not guided by the editorials of any paper except the greatest journals of the country. They know that the judgment of an unknown who doesn't even sign his name is not worth much. They know that the editorials are not written by the editor, and that if they were, they would probably be worthless, since the editor has more important things to do than to keep in touch with congress, the state legislature, the local government, the Board of Commerce, the public schools, events of the society world, the markets and all the other matters which come into the daily ken of the man who is paid to discuss their weak or strong points. So these wise men neglect the editorials of their city papers, and attend only to those of the few journals who pay wise men to write for them, and to the magazines which publish signed articles by responsible people.

The editorial page of the ordinary city daily, outside of the handful of great cities of the country, is, with few exceptions, a sad affair, and the sooner it is abolished the better it will be for the country. Once in a great while, editor or proprietor may have something to say to his readers. The place for him to say it is on Page 1, and his name should be signed to the article.

Lest any editorial writer feel that he is maligned, I will say that he is probably an exception to this criticism, who ought to be working for the New York Times.

## Wedding Bells for Getz

**C**ARL H. GETZ (Washington), formerly vice-president of Sigma Delta Chi and editor of *The Quill*, was married August 2 to Miss Carol, daughter of Mr. and Mrs. I. D. O'Donnell, of Billings, Mont. They are now residing in Columbus, O., Mr. Getz having joined the faculty of Ohio State University as assistant professor of journalism.

Mrs. Getz graduated from the University of Montana in the class of 1916, after having submitted to two years of her husband's instruction in the school of journalism. She is a member of Kappa Kappa Gamma sorority and of Theta Sigma Phi, journalism sorority. She was president of the Montana chapter of the latter organization in her senior year. Her father is commissioner of irrigation, with headquarters at Washington, D. C.

Professor Getz graduated from the University of Washington in 1913, and was immediately appointed an instructor in the department of journalism there. The next year he went to Montana as assistant professor of journalism, remaining there for two years. Last summer he returned to his alma mater to teach in the summer session, and a week after his classes closed the wedding occurred. He is a member of Delta Upsilon, Phi Beta Kappa and Sigma Delta Chi fraternities.

Professor and Mrs. Getz spent a few weeks after their marriage in the east, in order that he might enter the New York offices of the United Press to observe its management and to "keep his hand in."

# News of the Bread-Winners

**R**ALPH WILLIAMS (DePauw), '16, is reporting for the Republican Gazette at Lima, O.

B. O. McAnney (DePauw), formerly a member of the DePauw University faculty, is now on the reportorial staff of the New York Tribune.

Kenneth Hogate, DePauw's delegate to the convention at Missouri, worked on the Valparaiso (Ind.) News during the summer vacation, and has lately taken his father's place as editor of The Danville (Ind.) Republican, temporarily. He expects to return to DePauw for the second semester's work.

Claude V. Ogle (DePauw), '14, is managing editor of the Tipton (Ind.) Times.

Professor Frank G. Kane (Michigan), head of the department of journalism at the University of Washington, resigned last summer to accept a position in the publicity and advertising department of the Packard Motor Car Co., at Detroit. Lee A. White (Michigan), assistant professor of journalism and editor of The Quill, was appointed acting head of the department by President Suzzallo.

Lyman L. Bryson (Michigan), instructor in rhetoric and journalism at the University of Michigan, published a short story entitled "Alfalfa" in McClure's early this summer. That publication promptly announced him as another McClure discovery, despite the fact that he had already been charted by several magazine pilots. Bryson spent the summer hiking on the old Mormon trail in Nebraska with Keene Abbott, and writing.

Stuart Perry (Michigan honorary), editor and publisher of the Adrian Telegram, "the best edited paper in Michigan," attended the Plattsburg training camp last summer. For fraternal company he had John C. B. Parker (Michigan), '17, managing editor of The Michigan Daily.

T. Hawley Tapping (Michigan), a delegate to the national convention at Missouri, is now city editor of the Peoria (Ill.) Transcript.

Fred B. Foulk (Michigan), lately of Boston where he edited The Cosmopolitan Student, is said to be working on one of the Cleveland newspapers.

Irwin C. Johnson (Michigan) is "somewhere in Europe," acting as secretary of a Y. M. C. A. camp.

E. P. Wright (Michigan) is studying law at Harvard.

Robert E. Sherer (Denver) is living at 426 Hamilton street, Evanston, Ill., and is working in Chicago.

Harold Young (Oregon), '15, is teaching commerce in the high school

## IS IT FAIR?

The men who are going to school pay for The Quill.

The men who are earning an income in the practice of their profession do not pay for The Quill.

What is your answer?

at Pendleton, Ore. He was married last summer to Miss Lelia Sengstake, a graduate of the University of Oregon.

W. W. Burke (Denver) has entered Harvard to do advanced work in the English department.

Clarence Ash (Oregon), '14, has purchased an interest in The Pendleton (Ore.) Tribune and has moved to Pendleton with Mrs. Ash (Maud Mastick, '14) from Marshfield, where he was city editor of the Coos Bay Times.

Karl Onthank (Oregon), '13, formerly superintendent of schools at Tillamook, Ore., is now secretary to President P. L. Campbell (Oregon honorary) of the University of Oregon.

Wallace Eakin (Oregon), '16, is city editor of the Eugene (Ore.) Evening Guard.

Merlin Batley (Oregon), '16, is holding down three or four jobs on the Twin Falls (Ida.) Times.

Max Sommer (Oregon), '16, fell into the newly organized financial department of the Oregon Daily Journal at Portland. This department covers real estate, markets and general finance. Sommer is assistant editor.

Harry Kuck (Oregon), '16, is getting mechanical experience in the composing room of The Dalles (Ore.) Evening Chronicle. Later he expects to go up front and learn the business office end.

Lamar and Leslie Tooze (Oregon), '16, have entered the Harvard law school.

Earl Blackaby (Oregon), '16, is in his father's bank at Ontario, Ore.

Franklin S. Allen (Oregon), '13, formerly city editor of the Eugene Guard, later police reporter on the Portland Oregonian and now in the service of the Pacific Railway Advertising Co., probably will have one of the largest of the coast cities as his territory this fall. He was married last summer.

Clem J. Steigmeyer (Indiana), '15, is a reporter on the staff of the Fort Wayne (Ind.) Journal-Gazette.

Arthur B. Leible (Indiana), '15, editor of the 1915 Hoosier annual, The Arbutus, is teaching science in the Martinville (Ind.) high school.

William O. Trapp, who represented Indiana as delegate to the convention at Ann Arbor in 1914, and who was

later with the United Press in New York, is now a member of the staff of The Philadelphia Press.

Mark E. Hammer (Indiana) is on the Indianapolis News.

E. Ross Bartley (Indiana) is in the New York office of the Associated Press.

Rolla K. Thomas (Indiana) is engaged in Y. M. C. A. work in Honolulu, Hawaiian islands.

Don R. Mellett (Indiana) is editor of The National Enquirer, Indianapolis.

Walter McCarty (Indiana) is police reporter on the staff of the Indianapolis News.

Dale Beeler (Indiana) is in the American Consulate, Rome, Italy.

Howard Clark, Jr., '16, who was corresponding secretary of the Indiana chapter last year, is on the border with the Bloomington unit of the Indiana Hospital Corps.

Russell F. Clark (Nebraska), '15, until recently on the staff of The Lincoln Daily Star, has joined the advertising force of The Omaha World-Herald.

Chandler Trimble (Nebraska), '15, is the author of a scenario produced by The Omaha World-Herald last spring. The scenes were laid on the university campus.

Glenn A. Hughes (Stanford), '16, president of his chapter last year, produced two plays at the Carmel Forest Theater last summer. San Francisco critics pronounced them the best yet seen in the "high brow" community on Monterey Bay. The productions were "The Piper," by Josephine Preston Peabody, and "Yolande of Cyprus," by Cale Young Rice. Hughes is now instructor in English at the Washington State Normal School at Bellingham, Wash.

Harold M. Levy (Stanford), '16, is reporting on the Oakland Tribune. He hopes to attend frequent chapter meetings at Stanford, and to aid in the organization of a chapter at California when action seems appropriate.

James W. Bennett (Stanford), '15, spent the summer at Riverside, Cal., engaged in literary work.

Paul Dowling (Stanford), '16, delegate to the 1916 convention, is in Los Angeles doing special articles for a string of magazines with which he established connections in college. He is at work on a series on the moving picture business at present.

Milton Hagen (Stanford), '15, is with the Dake Advertising Agency, Los Angeles.

D. P. Ricord, '16, a charter member and former president of Kansas State chapter, is associate editor of the Kansas Farmer, published in Topeka.

# Books the Journalist Should Know

## *Training for the Newspaper Trade*

WHEN a business manager sets out to advise young men as to the attractions of the newspaper "trade," the editorial contingent is likely to tilt its nose. In the first place the scribbler likes to believe that the fellows downstairs are chiefly distinguished for their ignorance of his supposedly Bohemian calling; and in the second place, he usually resents the insinuation that he is a tradesman and nothing more. But when the author is Don C. Seitz, business manager of *The New York World*, an ear must be lent no matter how many mental reservations may be made.

"*Training for the Newspaper Trade*" (J. B. Lippincott Co., Philadelphia) is not, of course, intended for those already secure in the practice, and a cursory view of its wretchedly cheap cover and worse paper would hardly insure serious examination. Even a survey of the form in which Mr. Seitz presents his material is discouraging. So the surprise is the greater when the book turns out to be a very interesting evening's reading, generously endowed with lively reminiscences which almost make one overlook what is all too frequently a shallow and material philosophy.

In contributing to a series of books by conspicuously successful men, Mr. Seitz was credited by the publishers with answering the youthful question: "Am I fitted for the newspaper trade?" It cannot be said that he does; yet he depicts with success many of the allurements of the newspaper office, discourages none with the prospects of reward of merit, and touches upon those characteristics most requisite to success. But in the end the sense of the reader is that he knows a lot more about the history of modern journalism and a lot less about the conditions countrywide than he expected.

The style of the book is random. It begins nowhere in particular and ends when the author has covered a set group of topics, with no sign of general and concluding deductions. But when the book is laid down the reader discovers that he has a sheet littered with references to phrase and to idea, to historical data of value and to humor of an agreeable kind. He finds, by way of example, that he knows from the lips of "the inventor of the comic supplement and so incidentally the parent of 'yellow' journalism" the history of these frequently assailed institutions.

Convinced that Mr. Seitz was too busy to devote a great deal of time to

this volume, one is inclined to plead for the better that is in him. His autobiography would be a notable contribution to journalistic literature.

## *National Floodmarks*

SAYS the jacket of a volume of selected editorials from Collier's: "What is the personality of this America of ours? Here is a clarification of your own ideas of America today."

Is this an indication that the "national weekly" seconds Arthur Brisbane in the assumption that people like best to read that which they already think, and that Collier's aims no higher than to satisfy this egotistical taste? Or is it a perverse publisher who has done violence to a distinguished publication's philosophy of the editorial?

A good many writers seem constantly in search of a sort of intellectual soporoflamine, by which they hope to induce a "twilight sleep" that will enable them to deliver themselves of ideas with never a labor pain. No better way to reach this happy end occurs than to discover the workings of the lay mind and then have recourse to the simple art of paraphrasing. "Ah!" says the reader, "you are a very wise man." "Ah!" the editorial writer ought to respond under the circumstances, "you are a very stupid ass."

Collier's has long been notable for its devotion to the high purpose of inducing reflection upon the part of the public. Its editorial quill has been sharpened more than once in a great cause, and it can fairly stand on its record of service if a defense of its pages is ever necessary. It does not seem wise, however, that its editor, Mark Sullivan, should have gone so little a way back in its history in the selecting and editing of specimen editorials. "National Floodmarks" (George H. Doran Co.) represents the "week by week observations" of the editorial staff over a period of but four years—as nearly as we can discover—and it can hardly be said that this slender period is the richest in the history of the magazine. One almost suspects that there was a lack of charity in the exclusion of the editorials of an earlier day. If Collier's has been able to maintain its high reflective quality since Mr. Hapgood left, it could lose nothing by recalling the time of its great militancy. Possibly the explanation lies in the last four words of the introduction—"for Collier's is human."

Nearly three hundred editorials are included in the volume, and it would

be rather absurd to expect so many published within a brief span of years to be uniformly excellent. Most, however, are meritorious; some are superlatively fine; few indeed are not worth reading. But they should be read at intervals, as they appeared, lest one's taste be cloyed with too much counsel.

## *Types of News Writing*

IT'S one thing to write a book; another to write two; still another to write two and keep one's reputation untarnished. Willard Grosvenor Bleyer, Ph. D., professor of journalism at the University of Wisconsin, has done all of those things—and done them well. His "Types of News Writing" (Houghton Mifflin Company) is, in its line, quite as worthy as his excellent "Newspaper Writing and Editing," and of course will be of more interest to those who feel that, either as students or practitioners, they have passed beyond the need of books largely descriptive and analytical of the elements of journalism.

"Types of News Writing" includes selections from 51 different papers, many of which might almost merit the abused word classic. There is a suspicion that some of the publications were cited to indicate a cosmopolitan spirit, but it must be admitted that all of them have "standing" even if they are not heralded by themselves or other as among the irreproachable great.

For the young writer who wishes to use a handbook by way of inspiration and guidance, the book is conveniently subdivided as to subject matter of the stories. Each chapter is opened with a critical analysis involving the type of story, purpose, treatment of material and content.

A most useful outline for the analysis of news stories occupies two and a half pages of the introductory chapter on "The Study of News Stories," and one senses almost a need for such an outline in the pocket of every reporter and city editor. At least, it might well be pocketed mentally, and while its actual use in reporting would be absurd, reflection upon the elements involved would be sound insurance against many a stupid and embarrassing blunder.

Dr. Bleyer's whole approach to his subject has been marked by a combination of scholarly capacity and professional acumen—qualities not always exemplified in the numerous texts of recent years. Firm in his judgments and keen in his observation, he has no need to fear the reception that his colleagues in two professions will accord him.

# Obituaries

## George C. Caron

**G**EORGE C. CARON (Michigan) died August 21 as the result of swimming, while in an overheated condition, in Lake Huron, near Goderich, Ontario.

Caron was a member of the 1917 law class of the University of Michigan, and was initiated into the Michigan chapter in May, 1916. He was 23 years old.

Caron's home was in Detroit, which city he left the Saturday before his death to spend several weeks in Ontario with his parents, Dr. and Mrs. George G. Caron.

The thermometer registered 99 degrees at noon on the twenty-first and Caron, accompanied by his father, started for a swim. He had gone beyond most of the bathers when he suddenly threw up his hands and sank, without uttering a call for help.

Within a few minutes his body had been recovered, and his father with the aid of four other doctors worked desperately, but the heart did not respond. There was no water in Caron's lungs.

The funeral was held the twenty-fourth from the Caron home, 152 LaSalle Gardens, East. Members of the Phi Gamma Delta and Phi Alpha Delta fraternities acted as pallbearers.

Caron was regarded as an exceptionally brilliant man, many tributes having been paid to his worth while in the university by his election to numerous honor societies. Perhaps the highest praise was embodied in a poem written and published in his memory by Edgar A. Guest, of the Detroit Free Press.

## Frederick A. Churchill, Jr.

**F**REDERICK A. CHURCHILL, Jr., (Washington) ex-'13, died of infantile paralysis in a New York hospital, August 17. He had been ill but two days, but the character of the malady was not suspected until a few hours prior to his death.

He entered the University of Washington from Broadway high school, Seattle, in 1908, and immediately displayed an interest in the department of journalism, which was in the process of organization and development. He became a leader in student endeavor along journalistic lines, and was at various times editor of The University of Washington Daily; The Washingtonian, a monthly, and The Tyee, the annual.

A deep and abiding interest in things musical and dramatic led him into campus activities of another sort, and ultimately directed a considerable part of his professional endeavor during his connection with Seattle publications.

He collaborated with Sol H. Lewis, later national president of Sigma Delta Chi and now editor and publisher of The Lynden Tribune, in the writing of dramatic sketches, the most spectacular and successful of which was "Seven Heavies Down," a screaming farce of the melodramatic order.

After leaving the university he became a member of the staff of The Town Crier, a weekly of high standing on the west coast, and distinguished himself as a writer along editorial and critical lines especially. A passionate desire to break into eastern fields, and particularly to develop a talent for writing operatic lyrics, caused him to desert the Northwest for the eastern seaboard. On his way to the East he stopped in Cleveland for a time, becoming associate editor of The Iron Trade Review, and winning the admiration of the publishers of that magazine. Despite their strenuous endeavors to retain his services, he continued to hunger for the broader fields afforded him in both journalistic and musical lines in New York and he left an especially lucrative position with nothing in sight but a high goal.

He was finding his stride in the metropolis when Merle Thorpe, formerly head of the department of journalism at Washington and now of the University of Kansas, persuaded him to accept the assistant editorship of The Nation's Business, the organ of the National Chambers of Commerce, published in Washington, D. C. He had accepted this offer but a few days before he was taken ill.

His memory, cherished by numberless friends wherever he abode, is to be preserved in a material way at the University of Washington. Under the leadership of Sol H. Lewis and Will Simonds (Washington), the Frederick A. Churchill, Jr., Memorial Association was organized the first week in October for the purpose of founding and maintaining a memorial library in the department of journalism. It is expected that a room in the new home of the department will be furnished as a meeting place for students of journalism, and that ultimately the library will contain several hundred volumes ranging from ready reference to historical literature and collateral reading touching the profession. James A. Wood, editor of The Town Crier, Will Simonds and Lee A. White (Michigan), acting head of the department of journalism, constitute a committee to solidify the plans of the organization.

Mr. Churchill was a member of Alpha Tau Omega fraternity, and this brotherhood will cooperate with the lo-

cal and alumni chapters of Sigma Delta Chi and other organizations to which he belonged in furthering interest in and donations to the library.

## Leland G. Hendricks

**L**ELAND HENDRICKS, managing editor of the Salem (Ore.) Daily Statesman, one of the most brilliant of the younger alumni of the University of Oregon chapter of Sigma Delta Chi, was drowned in the Willamette river at Salem, Oregon, September 15. He was an indifferent swimmer and had a weak heart, to which is attributed his death. No cry attracted attention to his plight, and it was the discovery of his clothes in a boat house that first gave indication of a tragedy. It was some time before his body was recovered.

Hendricks graduated from the University of Oregon in the spring of 1915 and left behind him perhaps the most enviable record as a newspaperman ever achieved by a student at the university.

He came to the university at Eugene in the fall of 1911 and became a member of Kappa Sigma fraternity. His combination of energy and ability soon brought him recognition. He was a charter member of the Oregon chapter of Sigma Delta Chi. He was also a member of the sophomore honor society, "Torch and Shield," and the short story writers' fraternity, Sigma Upsilon. In his junior year he was editor of the *Oregana*, the college year book, and gave to the student body what is today pronounced the best annual ever produced at the university. In his senior year he was editor of the *Emerald*, the college newspaper; a member of the student council, the governing board; a member of Friars, a senior society, and first secretary of the inter-fraternity council.

He was extremely modest, and throughout his college career not the least affectation could be noticed as the result of his many honors and achievements.

How much success he achieved after leaving college and launching out into the newspaper business as managing editor of the Salem daily may be realized from the way the people of Salem took the news of his death. While the river was being searched for his body most of the business houses were closed and the business men were engaged in the quest along the river. In fact the river bank was lined with citizens.

In Salem, and elsewhere, he had the reputation of never saying anything bad about anyone, no matter what he thought

(Continued on page 14)

## THE QUILL

A magazine devoted exclusively to the interests of young men enrolled in the schools and departments of journalism in American colleges and universities and to journalists engaged in professional work.

Official publication of Sigma Delta Chi, national journalistic fraternity.

Published quarterly at Seattle, Washington.

Entered as second class matter at the postoffice at Seattle, Washington, under the Act of August 24, 1912.

LEE A WHITE, Editor

Subscription, one dollar per year in advance.

Advertising rates sent upon application to business manager.

Editorial and business offices at the University of Washington, Seattle, Washington.

OCTOBER, 1916

## Old Dog Tray and the Curriculum

ONE of our obligations, as members of a fraternity whose purpose is other than social, is to further instruction in journalism in the colleges and universities of the land. Though avowedly wedded to the editorial phases of the profession, we must none the less recognize the intimate relationship that exists and always must exist between the editorial and the counting room; and we should not be slow to urge upon the colleges attention to both advertising and business administration.

The staid administrators of our educational institutions are wont to look askance at new subjects suggested for their curricula. Are arguments needed to make the inclusion of these material subjects seem wise? Then leaving aside some finer points, there is this to remember: The publishing industry ranks sixth in importance in this country; and in credit it ranks next to the bottom—and the liquor dealer is the only one below.

The delegates to the 1916 convention unanimously passed a resolution to urge upon the colleges the establishment of courses in the law of libel. Doesn't the low rating of the industry with which we are one indicate that the resolution should have been of wider scope?

## In the Same Spirit

**A**BIG idea cannot long be the private property of an individual or of an organization. That is as true of the concept of a brotherhood for the advancement of the profession of journalism as it is of the virtue of scrums or the wisdom of honesty in business. It was inevitable that Sigma Delta Chi should have its rivals in the fraternal world; and it is a matter of pride that the competition is based not upon the superficialities common to

Greek letter organizations but upon eagerness to render service.

The latest national fraternity devoted to journalistic ideals was born last spring, at Lawrence College, the largest institution of its rank and character in the middle west. It took the name Eta Theta Epsilon, and was after recruits before the ink on the enlistment blanks was dry. Naturally it bent its attention particularly upon institutions of a somewhat similar size and type, and for the most part such as were not eligible to Sigma Delta Chi. It admits of no small purpose, however, and will undoubtedly make advances to institutions of numerical as well as educational importance in time.

It is fourth among the national fraternities and sororities with a similar purpose, which attests the solidity of the ideals of the time-tried leader, Sigma Delta Chi; and it completes a quartet that seems to satisfy all the fraternal needs of the profession. Needless to say, such amiable rivalry as may ensue will only be for the good of the unit bodies, and for the furtherance of high ethical codes in a calling that can advantageously adopt them. Word of the well being of each of the brotherhoods will always gladden Sigma Delta Chi.

## A Forceful Lesson

**T**HE withdrawal of the charter of the University of Texas chapter and the placing of that body on probation for failure to show proper interest in the affairs of the fraternity will doubtless be a sufficient example to those chapters which incline toward the self same weaknesses. Summary action was taken quite as much to indicate to all the serious purposes of the national officers as it was to discipline a particular group which displayed a deficient sense of moral obligation.

Each chapter must understand that Sigma Delta Chi demands as much as it gives; and as for individuals, any member, especially any active member, who is not willing to work for the interests of the local and national organization will serve himself and the fraternity best by surrendering his insignia and withdrawing.

Into every organization, as into the Texas chapter, there will slip now and then men who accept membership as an adornment for their biographical sketch in the year book; still others who will use their membership to further the ends of their social Greek letter brotherhood. The result is invariably the retarding of progress. Not to progress is to go backward; and that calls for heroic measure—for the wielding of the knife and the elimination of the pernicious growth.

And the sense of responsibility must be in every member of the fraternity.

Sigma Delta Chi has lived through turbulent years because it was possessed of an ideal for which its loyal members strived. It no longer feels obligated to carry on its rolls men of lesser ideals. Its standards will not be lowered for the purpose of retaining any chapter, however impressive the name of the institution which fosters it.

R. C. L.

## An Old Ethical Problem

**T**HREE is some inclination on the part of the editor of today to assume that he is peculiarly beset by new ethical problems. Undoubtedly modern ingenuity in the evasion of the right has contributed its share to the editor's vexations; but a squint at the past always reveals how very, very old some new things are.

For instance, there is the question of quacks and nostrums which has attracted so much of the attention of Collier's, The Philadelphia North-American, The New York Tribune and sundry of their contemporaries. There follows a quotation from The Edinburgh Courant of February 19, 1705, cited by Frederic Hudson in his quaint history of journalism:

"That the Famous Loozenges for Curing the Cold, stopping the pains in the Breast, the Kinkpost; Are to be sold by George Anderson at the foot of the Fish Mereal, and George Mowbry's Shop, opposite to the Main Gaard. Price 8 sh. the box."

This in the newspaper that once had Daniel Defoe, author of Robinson Crusoe, for its editor! Perhaps Scotch thrift antedates the Scotch conscience.

## Reciprocity

**C**ONSIDERING that, to a considerable degree, the success of The Quill is dependent upon the results advertisers get from the purchase of space, it would seem to be the duty of the readers, who are the owners, to display an interest in the advertisements. Do you want a job? Have you read the ads in the last issue? Do you need a typewriter? Have you read the ads in the last issue? Are you interested in the latest and best literature on professional topics? Have you read the ads in the last issue? Are you backing The Quill? Have you ever mentioned it to the advertiser?

Knox College is making vigorous representations with a view to obtaining a charter from Sigma Delta Chi. Two members of the faculty and five conspicuous students are petitioners. Among the distinguished alumni in journalism whom they mention are Eugene Field, George Fitch, S. S. McClure, John S. Phillips, Albert A. Britt and Thomas H. Blodgett.

# Among the Active Chapters

DePauw chapter opened the year with but six members enrolled in the university. They are Preston Rudy, Mack C. Wyle, Seman A. Rossiter, Joseph Billingsley, Willard Singleton and Don Bridge. Kenneth Hogate, delegate to the last convention, will return to Greencastle at the beginning of the second semester, however. Rudy who is editor-in-chief of The DePauw Daily, spent the summer on the staff of the Dayton (O.) Journal. Hogate left the staff of The Valparaiso (Ind.) News to edit The Danville (Ind.) Republican during the illness of his father.

Michigan chapter contemplates an interesting scheme to impose Sigma Delta Chi ideals on the uninitiated and thus forestall an unsavory censorship. The idea is to invite all Ann Arbor correspondents for outside papers to a banquet this fall, and to have addresses delivered by leading members of the fraternity within and without the faculty. If successful, the dinner will be held annually. It has been felt for some time that there was a tendency on the part of some zealous space writers to make mountains out of mole hills, frequently to the embarrassment of the university. Campus leaders proposed to investigate the feasibility of a censorship over important news, in order to suppress evidences of yellow journalism, and Sigma Delta Chi hopes to make any such plan unnecessary.

The five courses formerly offered to the aspiring young scribes have been increased to eight this year, all under the direction of Professor F. N. Scott and Lyman L. Bryson, the latter a charter member of the Michigan chapter.

Business meetings hereafter are to be reduced to the barest essentials, and the evening spent in almost its entirety in addresses and discussions on journalistic topics. The members are particularly interested in having frequently and thoroughly discussed "the actual rubs which the idealist reporter will bump up against the first thing when he gets out of college." One old member has filled two scrapbooks, one with typical humor columns and the other with headlines. He plans to give informal talks on each. Once a month a meeting will be held, to which brothers of the town and the gown will be invited, and these are to be "religiously set aside for refreshments."

Four of the five "upper staff" positions on The Michigan Daily have been awarded to Sigma Delta Chi men. J. C. B. Parker, who spent a part of the summer at the Plattsburg camp, is managing editor; Conrad Church, news editor; H. A. Fitzgerald, sports editor,

and H. C. L. Jackson, telegraph editor. Because of the suspension of the Sun telegraphic service, the Daily will be forced to use the United Press special service this year.

Washington chapter was late in beginning the 1916-17 activities, but expects to make up for lost time as the season progresses. Last year's monthly joint meetings of the Seattle Alumni chapter and the active chapter will be continued, but the other plans were still held in abeyance when The Quill went to press. Few members were lost through graduation, and the chapter promises to be

a large one, new material in abundance being available for election this fall.

The members of the chapter were uniformly busy during the summer.

Louis Seagrave and Stacy Jones worked on the reportorial staff of the Seattle Post-Intelligencer throughout the summer.

Thomas Dobbs, assistant editor of The University of Washington Daily, spent the summer in the employ of The Port Angeles Evening News. He was reporter and makeup man, and for two weeks, in the absence of the editor, in charge of the paper.

Emil Hurja, formerly editor of The Daily, spent the summer in Alaska, representing Business Chronicle, of Seattle, and various scientific and commercial papers. At the same time he was gathering material for several magazine articles and newspaper series which had been assigned by eastern publications. He is widely advertised as an authority upon things Alaskan, and is so high in the favor of the administration of the Northland that he was appointed official representative of Governor Strong on the Ford peace party's tour of neutral countries.

Bryant MacDougall, editor of The Daily, was with Company F, the University of Washington contingent of the National Guard, at Calexico, on the border, and later at American Lake encampment in Washington. He represented The Seattle Star while with the troops. The late mustering out of the guardsmen forced him to be absent from the university for the first month of the fall session.

Harold Allen, assistant in the department of printing faculty, was state house reporter for The Morning Olympian during the summer, and on his return to the university served as acting editor of The Daily in the absence of Editor MacDougall.

Bert Brintnall recently resigned from the staff of Motorship, and now only indulges in random contribution to nautical and popular scientific publications while attending the university.

Paul Neill is editor of The University News Letter, a clip sheet furnished to newspapers.

Walter Tuesley, manager of The Daily, spent the summer at the university handling the business affairs of The University Journal, the summer session tri-weekly.

Conrad Brevick, who is a sport writer for The Seattle Post-Intelligencer, left the city during the vacation to help furnish musical entertainment for the public at Yellowstone Park. Chester Healy, who left college last year because of illness and is now Puyallup

## Directory of Sigma Delta Chi Officers

**National President:** Robert C. Lowry, Box 52, Capital Station, Austin, Tex.

**National Vice President** (in charge of expansion work and the employment bureau): Frank E. Mason, The American Boy, Detroit.

**National Secretary:** F. M. Church, 305 Merrick Ave., Detroit.

**National Treasurer:** Dean W. Davis, The Cleveland Leader, Cleveland.

**Editor The Quill:** Lee A. White, Department of Journalism, University of Washington, Seattle.

**Past National Presidents:** Laurence Sloan, The Tribune, New York; S. H. Lewis, The Lynden Tribune, Lynden, Wash.; Roger Steffan, The Durham Publications, Durham, N. C.

### CHAPTER SECRETARIES

**DePauw:** Joseph Billingsley, Phi Kappa Psi, Greencastle, Ind.

**Kansas:** Miles A. Vaughan, 1145 Indiana St., Lawrence.

**Michigan:** H. C. L. Jackson, The Michigan Daily, Ann Arbor.

**Denver:** Charles H. Quearly, 2131 S. Clayton St., Denver.

**Washington:** Felix Embree, 5212 18th N. E., Seattle.

**Purdue:** Robert R. Jamison, 115 E. Columbia St., W. Lafayette, Ind.

**Ohio:** William R. Palmer, 221 W. Tenth St., Columbus.

**Wisconsin:** Willard F. Moore, 149 W. Gorham St., Madison.

**Towa:** Howard Chamberlain, 221 Church St., Iowa City.

**Illinois:** Milton G. Silver, 201 E. Green St., Champaign.

**Missouri:** Address Sigma Delta Chi, Dana Press Club, Columbia.

**Texas:** Suspended. Address communications to National President Lowry.

**Oregon:** James S. Sheehy, Eugene.

**Oklahoma:** Fayette Copeland, Jr., Norman.

**Indiana:** Kenyon Stevenson, Sigma Nu, Bloomington.

**Nebraska:** Ivan G. Begle, 1228 R St., Lincoln.

**Iowa State:** L. S. Richardson, 2116 Lincoln Way, Ames.

**Stanford:** Edw. Kneass, Stanford University, Cal.

**Montana:** Percy Stone, 416 E. Pine St., Missoula.

**Louisiana:** E. S. Ott, 614 College Ave., Baton Rouge.

**Kansas State:** Arthur W. Boyer, 724 Vattier St., Manhattan.

**Maine:** Work with F. Owen Stephens, Orono.

**Chicgo:** Frederick Kuh, 5705 Blackstone Ave., Chicago.

**Beloit:** John Hanscom, 1125 Chapin St., Beloit, Wis.

**Minnesota:** Charles H. Augustine, U. of M. Daily, Minneapolis.

**Miami:** Max G. Dice, Delta Upsilon, Oxford, O.

\*New chapter secretary's name not furnished.

Valley correspondent for The Tacoma News, was with Brevick at the park.

Denver chapter's officers had barely found themselves on the campus when the call for Quill items came in. The membership roll of last year was somewhat depleted, but there was promise of the addition of worthy material. Sherer in Chicago, Burke at Harvard Handy at Nebraska, Ainslee and Henry graduated—these were casualties noted. Ainslee is combining work on a Denver daily with the selling of insurance and Henry is laboring in a Loveland, Col., beet sugar factory. Returning members included only Phelps, who is connected with the department of oratory and debate; Queary, who is assistant in journalism; Yetter, of the Annual Board; Smith, of the Clarion staff, and Liville, editor of The Kennewishok.

The school of journalism at Oregon opened its fifth year with 125 registrations, about half of which represented students majoring in journalism; so the prospects for a strong chapter roll are excellent. The death of Leland Hendricks has had something of a depressing influence upon the chapter, but the members find inspiration in the record he made before the tragedy occurred. Graduation cut down the membership seriously, but the nucleus of a sturdy chapter remains.

Fred Dunbar, '17, is reporting full time on The Eugene Register, but will be able to complete his university work by February, after which time he expects to go to Klamath Falls, Ore., to do newspaper work.

Kenyon Stevenson, who is secretary of the Indiana chapter, has established himself in the affections of the national officers by prompt preparation of the required list of names and addresses of actives and alumni, so that the Hoosier brothers will be insured of speedy and regularly delivery of The Quill and of mail involving the fraternity.

Indiana will, as usual, give an annual Blanket Hop, the proceeds to be employed in purchasing blankets for varsity football players who have seen three years of faithful service. In the spring the chapter will have charge of Resurrection Day, on which occasion every student appears at a baseball game in a straw hat. The annual spring hike into hills neighboring Bloomington, which is a part of the initiation of new members, will be continued and the chapter will also issue a special S. D. C. edition of The Indiana Daily Student, devoted to the fraternity and its activities.

Sixteen active members insure Indiana's activity for the year. Among the more conspicuous in student journalistic affairs are Howard B. Houghton, '17,

editor of the 1917 senior yearbook, The Arbutus; Frank R. Elliott, '17, editor-in-chief of The Indiana Daily Student for the first period; Eugene J. Cadou, '17, who was editor-in-chief of the same publication during the past summer session; Robert H. Peterson, '17, who reported on the Fort Wayne (Ind.) Journal-Gazette last summer; Kenyon Stevenson, '18, business manager of a new literary magazine to be launched by the Writers' Club, and city editor of the Daily Student; Philip R. Locke, '11, managing editor of the Daily Student; Marion DeTar, '18, and Wm. Russell Stuart, who are reporting on the Bloomington World while attending the university; and Noel C. Ruddell and Max V. Bosler, members of the Board of Editors of the 1917 Arbutus.

Dale Beeler, ex-'16, left Indiana University last year to become vice-consul at Rome, Italy.

Nebraska chapter has been working hard for a school of journalism ever since it was organized, but only recently has the campaign reached full swing. During the last several months of the spring semester and during the summer the chapter worked as a body and as individuals in the interest of a training school. The aid of the state press association was secured and both metropolitan and rural papers were induced to boost the project through a state-wide editorial campaign. The association, which took a trip through the state early in August, indorsed the movement. Every member of the chapter did something toward supporting an editorial campaign in his own community, during the vacation months.

Particularly noteworthy in this connection was the work of President A. L. Bryson, formerly corresponding secretary, and Ted Metcalfe, delegate to the last convention. Bryson, who visited almost every section of the state in his work for the advertising department of a tobacco company, talked to the editors in each town and urged them with almost universal success to "get into the big push." Metcalfe, '17, doing special work on The Omaha Nebraskan, did much to give the movement wide publicity. He was aided in this by George Grimes, '18, reporter for The Lincoln Daily Star.

In the university itself the work of Sigma Delta Chi has borne even greater fruits. In conjunction with the newly organized chapter of Theta Sigma Phi, journalistic sorority, the chapter has succeeded in creating a real and growing demand for a training school in journalism which it believes cannot long remain unanswered. Courses in News Writing and News Editing, offered by Professor Fogg (Nebraska honorary), at the instigation of the chapter, have

grown rapidly, the enrollment this fall more than doubling.

The chapter has made other strides which are a source of gratification and pride to its members. Pursuing its policy of a wide interest in all university publications, the chapter took over control of Awgwan, humorous magazine, with Ted Metcalfe as editor and Virgil Haggart, '17, as business manager. The first issue under Sigma Delta Chi control was distributed during registration this fall, and met with a promising reception. The policy of the magazine will not be materially changed, although the chapter has passed resolutions to the effect that it shall reflect the attitude of Sigma Delta Chi—that it shall be a good criterion of what the chapter stands for.

A good many of the active members of the chapter were busy at one phase or another of the newspaper game during the summer. Ted Metcalfe did assignment work on The Omaha Nebraskan; L. R. Doyle, '17, a varsity football man, was a member of the advertising staff of The Nebraska State Journal at Lincoln; Wayne L. Townsend did reportorial work for The Nebraska State Journal during most of the summer; Max J. Baehr, '18, derived local color from a more or less eventful trip the Cuba; George E. Grimes continued his work as court house reporter for The Lincoln Daily Star; Ivan G. Beede spent most of the vacation on the reportorial staff of the same paper. All of them are back in school and have turned their attention to the more intimate work of the university world.

Stanford chapter spent part of its first meeting, judging from President Geroid Robinson's letter to The Quill, bemoaning the departure of Glenn Hughes, Levy and other bright lights of last year. Then it settled down to business and the reading of the literary product of its active members. Chapter meetings are held fortnightly.

President Robinson notes the vacation activities of the members as follows:

Lansing Warren, vice-president, spent the summer reporting for the San Diego Sun and gathering material for The Stanford Chaparral, the college comic, of which he is the editor.

Robert A. Donaldson toured the state in his Ford for a commercial firm, and settled down toward the end of the summer to put together in story form some of the material he had gathered incidentally.

J. C. Cross acted as advertising man for The Daily Californian, the publication of the students of the summer school at California.

William Waterman attended the University of California, taking the courses

in journalism offered during the summer.

Ed Kneass, the chapter secretary, wrote sports for the San Francisco Examiner.

R. A. Griffin attended the summer term of the Stanford law school and spent much of his time preparing for the permanent establishment of The Stanford Illustrated Review. A single preliminary number of this publication appeared on the campus last spring. During the summer it was much enlarged and improved in appearance. The board of editors, of which Griffin is president, propose that The Review "shall give a complete record, by means of illustrations, special articles and editorials, of student activities and issues that record the life and growth of the university and offer to Stanford undergraduates a home field for practice in journalism."

Geroid Robinson operated the Yosemite News Bureau in the Yosemite Valley and used odd moments in putting together the September issue of The Stanford Sequoia, the monthly magazine, of which he is editor.

R. H. Heppe, delegate to the convention at Columbia, is third in the line of presidents of the Kansas State chapter, at Manhattan; and although the chapter is just entering its second year, its members look forward to an active season and high standing with the national organization. Only six undergraduate members are in college this fall, but prospects for a strong membership have been increased by the doubling of the enrollment in journalistic courses last year, and a healthy addition this fall.

During the spring term the Kansas State chapter ranked third among the honorary and social fraternities in scholarship, being surpassed only by Omicron Nu, honorary domestic science sorority, and The Quill Club, an organization of writers.

Installation of a chapter of Theta Sigma Phi, journalistic sorority, has stimulated interest in journalism. The chapter, established in June, has a fairly large membership but has not had time to display any great activity as yet.

Bi-weekly meetings of Sigma Delta Chi are to be held this year, and frequently they will be addressed by prominent men in journalism. The last meeting of note was the occasion of the first formal initiation, June 14. Dr. H. J. Waters, president of the college; ex-Governor E. W. Hoch, of the Kansas State Board of Educational Administration, and H. W. Davis, associate professor of English, were initiated as honorary members. T. W. Morse, of

The American Breeder, Kansas City, was initiated as an "alumnus member," although no such membership is recognized by the fraternity.

The chapter promises to issue The Hell Box, a magazine "filled with quips and cranks and wanton wiles," placing the same on sale.

Albion F. Sherman, formerly secretary of the Maine chapter and now at Bar Harbor, writes that he believes the chapter is starting a great year. "We have a fine bunch of men," he adds, "and they will really do things under the efficient leadership of F. Owen Stephens, who is president for the coming year. Journalism is just coming into its own at Maine. Nash brought back just the things we needed to put real life into the chapter. We have really been handicapped by lack of knowledge of what was expected of us. From now on watch the chapter grow." Sherman wrote that Stephens, then at Auburn, Me., would send chapter notes, but none have yet arrived, nor have the national officers learned who the secretary is.

Miami, the baby chapter, claims to have "kicked off the swaddling clothes and right manfully taken up the task of reorganizing all literary activities in the university." However successful it may be in this laudable enterprise, it has distinguished itself by being the first chapter to send in The Quill subscriptions and the full list of actives and alumni to whom the publication is to be mailed.

Eleven of the chapter returned to Oxford this fall, several of them "broadened and inspired," Dice says, by journalistic experience during the summer.

The chapter has effected a reorganization of The Miami Student, a publication of merit, establishing as far as pos-

## Obituaries

(Continued from page 10)

of him. And that was the way he handled the Salem Statesman.

It had always been Hendricks' ambition to go east and finish his work of preparation for the newspaper field. In fact that is one of the last things he talked about with his mother. But when he graduated from the university and went to Salem he found his father, R. J. Hendricks, owner and publisher of the Salem Statesman, overworked and in need of his help. He gave up his ambitions for the time, and literally pulled off his coat and relieved his father of much of the responsibility and labor under which he had been for so many years.

sible the methods and principles of a city newspaper. Hereafter all staff men will be appointed by the student staff as vacancies occur, with the exception of the editor-in-chief, who will be nominated by the staff and then elected by the students. All staff men are Sigma Delta Chis, and they will keep particular watch over the reportorial staff for signs of merit. Secretary Dice says a class of about ten men of unusual ability will be initiated this fall.

Among things planned are a series of dinners, to which newspapermen will be invited, and a journalistic alumni conference, "a big Sigma Delta Chi day," with speeches before the entire student body.

The activity of the members is indicated by the following notes: Climer is editor-in-chief of The Miami Student, editor of the Y. M. C. A. handbook, president of the Commercial club and a member of the Glee club. Rothwell is associate editor of The Student, president of the Student Forum, and leading man in "The Melting Pot." Sexton, treasurer of the chapter, is athletic editor of The Student, athletic editor of Recensio, and figured conspicuously in the commencement play. McCormick is desk editor of The Student. Dearbaugh is dramatic editor of The Student, organization editor of Recensio and associate editor of the handbook. Karsner is on the Recensio staff, a contributor to The Student, a member of the Glee club and chairman of the Y. M. C. A. social committee. Hoffman is associate editor of the handbook and a contributor of poetry to several magazines. Douglas is on the Recensio staff and alumni editor of The Student. Carey is organization editor of The Student, a member of the Recensio staff, chairman of the junior prom committee and university cheer leader. Wallace is a sport correspondent for The Cleveland Plain Dealer, The Columbus Dispatch, The Hamilton Journal and The Cincinnati Commercial Tribune. He is also an instructor in manual training and athletic coach at Oxford high school. Dice, secretary of the chapter, is a contributor to The Student, a member of the Glee club and president of the Arion choir. Frost, president, is exchange editor of The Student, and publicity secretary of Miami university. Crandall, ex-'17, is taking special work in English at Columbia.

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### News of the Alumni

Walter Hornaday (Wisconsin) is a star reporter on the staff of the Dallas Evening Journal in Dallas, Texas.

V. E. Bundy (Kansas State), '16, is city editor of the Manhattan (Kas.) Nationalist.

W. T. Brink (Kansas State), '16, is a reporter for the Topeka State Journal.

Albion F. Sherman (Maine) may be addressed at 12-14 Cottage street, Bar Harbor, Me.

Marcus Goldman and George F. Stutsman (Miami) are the first of their chapter to enter the ranks of Sigma Delta Chi alumni. Goldman is working for a master's degree at Illinois, and is studying journalism. Stutsman is teaching at Spring Valley, O., preparatory to entering the Columbia school of journalism.

Andrew Eldred (Washington) recently resigned from the Washington, D. C., bureau of the United Press, and is now a political reporter on the staff of The Detroit News. Before going east he worked on Seattle, Olympia and Tacoma newspapers.

Will Simonds (Washington), automobile editor of The Seattle Daily Times and president of the Seattle Alumni chapter, has been appointed editor of the University of Washington Alumnus, a monthly.

Chester Healy, ex-'18, and Clark Squire, '16, both alumni of the Washington chapter, are rival correspondents in the Puyallup Valley, a district tributary to Tacoma. Healy represents The Tacoma News and Ledger, and Squire The Tacoma Tribune.

Paul Harvey (Kansas), editor and publisher of the Elma (Wash.) Chronicle, is a member of the board of directors and the executive committee of The Washington Newspaper Association. This organization is co-operative in character, and comprises nearly a hundred papers of the state, banded together to facilitate the campaigning for foreign advertising. Sol Lewis (Washington), editor and publisher of The Lynden (Wash.) Tribune, is also a director and executive committeeman, and E. E. Troxell (DePauw), assistant professor of journalism in the University of Washington, is secretary of the association. The organization was started by the department of journalism at Washington and its offices are in Journalism Hall.

Elmer E. Beard (Washington honorary), editor and publisher of The Vancouver (Wash.) Columbian, has sent his daughter Dorothy to enroll in the department of journalism at Washington. Herbert Hunt, an honorary member of

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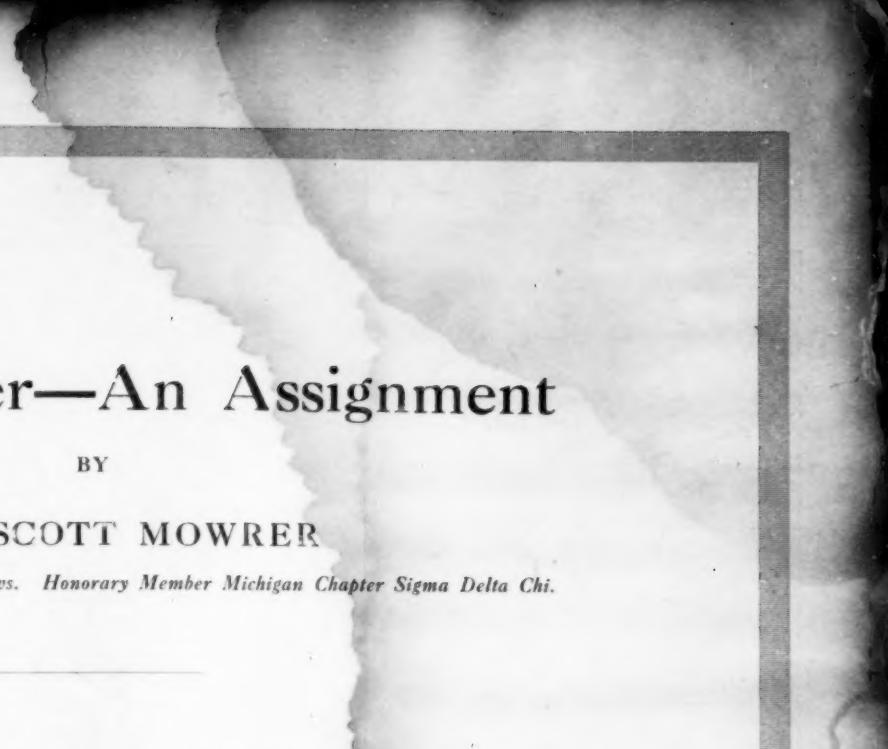
the same chapter and editor of The Tacoma News, has done as well by his son Marshall.

Ralph D. Hall (Washington), lately of the staff of the Seattle Post-Intelligencer, is now business manager of Pacific Motorboat.

George Turnbull (Washington), telegraph editor of the Seattle Post-Intelligencer, resigned recently to go on the copy desk of The Seattle Daily Times.

Ralph D. Casey (Washington), formerly a member of the editorial staff of The Seattle Post-Intelligencer, succeeded Carl H. Getz (Washington) as assistant professor of journalism at the State University of Montana this fall.

Jack Bechdolt (Washington honorary), formerly a member of the journalism faculty at the University of Washington and feature writer for The Seattle Post-Intelligencer, is now on the staff of The Kansas City Star exchange department, a description of which occurs elsewhere in this issue of The Quill.



# The Reporter—An Assignment

BY

PAUL SCOTT MOWRER

*Paris Correspondent Chicago Daily News. Honorary Member Michigan Chapter Sigma Delta Chi.*

The fifth house from the corner in this row—  
Little black tents against the night sky's indigo.  
Beside the door I flashed a match to find  
The number right—and sudden blankness took my mind.

I hesitated, peering from the gloom  
Beneath the shade into the yellow-lighted room,  
Curious justly, in my errand's name:  
And then I blamed myself, though I was not to blame.

A woman sat beside a table spread  
For one, but suppertime was hours past; her head  
Bent low for listening, while at her thighs  
A sleepy child was frowning, gouging fists in eyes.

The woman stirred; I saw her young, worn face.  
She glanced, impatient, puzzled, at the empty place.  
I gulped, and knocked. God knows the words I said!  
I asked her, somehow, if she knew that he was dead!

*Reprinted from an old copy of The Kansas Editor.*